

1. (Amended) An over-the-road concrete mixer motor truck having a rotatable concrete mixer drum mounted thereon, said concrete mixer drum including indicia thereon providing one of an advertising message and an eye-catching presentation which is facilitated by the shape of the drum and its rotation, and wherein said indicia is configured to indicate an object selected from a group consisting of a ball used in an athletic endeavor and an object having a shape similar to the shape of said drum.

4. (Amended) The concrete mixer truck set forth in Claim 1 wherein:

    said indicia is configured to simulate the appearance of a football.

5. (Amended) A method for displaying one of a message and advertising a product or service comprising the steps of:

    providing an over-the-road concrete mixer truck having a generally cylindrical concrete mixer drum mounted thereon for rotation about a longitudinal axis of said drum; and

    providing indicia on said drum which simulates the appearance of an article other than said drum and which has a shape selected from a group consisting of a ball used in an athletic endeavor and an object having a shape similar to the shape of said drum.

9. (New) An over-the-road concrete mixer motor truck having a rotatable concrete mixer drum mounted thereon, said concrete mixer drum including indicia thereon comprising signage providing one of an advertising and identifying message, said signage extends substantially axially and in a helical pattern with respect to the axis of rotation of said drum and said signage comprises alternate signs disposed on the circumference of said drum which are inverted with respect

to each other so as to be readable from opposite sides of said drum during rotation thereof.

10. (New) A method for displaying one of a message and advertising a product or service comprising the steps of:

providing an over-the-road concrete mixer truck having a generally cylindrical concrete mixer drum mounted thereon for rotation about a longitudinal axis of said drum; and

providing indicia on said drum which utilizes at least one of the shape and rotation of said drum to provide a visual display, said indicia comprising signage which extends substantially axially in a helical pattern with respect to the axis of rotation of said drum and said signage comprises alternate signs disposed on the circumference of said drum which are inverted with respect to each other so as to be readable from opposite sides of said drum during rotation thereof.